

EXHIBIT NO.

1

14
5-17-03

Docket Item #
BAR CASE #2003-0012

City Council
May 17, 2003

ISSUE: Appeal of a decision of the Board of Architectural Review, Old and Historic Alexandria District approving a Certificate of Appropriateness for a sign

**APPLICANT &
APPELLANT:** Military Officers Association of America

LOCATION: 201 North Washington Street

ZONE: OCM/Commercial

This appeal asks whether the B.A.R. should have required changes to proposed signs to be installed on the building at 201 North Washington Street.

Background:

On January 1, 2003, the Retired Officers Association, located at 201 North Washington Street, changed its name to Military Officers Association of America (MOAA). As required in the historic district, MOAA sought approval of a new sign for the building to reflect its new name. The Board approved the sign but required changes to it. The applicant/appellant agreed to all but one of the proposed changes prior to the hearing. The one aspect of the required changes that MOAA did not agree to is the subject of this appeal.

The subject property, 201 North Washington Street, is located in the heart of the Old and Historic Alexandria District. It is a four story brick Colonial Revival style office building designed by Vosbeck & Vosbeck and constructed in 1964. The building is directly across the street from Christ Church, and adjacent and across the street from a series of historic buildings on Cameron Street. It faces the George Washington Memorial Parkway. The Board has reviewed and approved a series of signs for this building in the past, including signs for The Retired Officers Association on 3/6/96 (BAR Case #96-0035), the Columbia First Bank on July 21, 1993 (BAR Case #93-129), the Perpetual American Bank on 1/7/87 (BAR Case #86-219), and for the Perpetual Banking Center on 6/17/87 (BAR Case #87-116).

The Proposed Signage

MOAA proposed two identical series of signs for the building, one on the North Washington Street frontage and another on the Cameron Street frontage. Those signs were in the same locations as the signs previously used on the building and approved by the Board in the past. The pictures of the proposed signs are attached at Attachment 3. The originally proposed signs include the name of the organization, the organization's initials (MOAA) and its logo for both the North Washington and Cameron Street sides of the building. Each of those sign components were the subject of review by BAR staff and action by the Board:

1. There is an individually lettered sign with the name, "Military Officers Association of America" in bronze letters. As proposed, the lettered sign is tasteful, simple and centered on each frontage. Staff recommended approval of this part of the signage and the Board approved it as submitted. They have already been installed on the building.
2. Above the main sign, the applicant originally proposed including the initials, "MOAA," in individual letters. Prior to the hearing, MOAA agreed to eliminate this portion of the signage. That change is reflected in the Board's action which requires removal of the MOAA letters. Staff had recommended that these letters be removed as well.
3. Above the originally proposed MOAA letters, the signage package also included the association logo, which is a shield with stripes, and the letters, "MOAA" printed diagonally across the shield.

The logo design proposed includes red, white and blue colors. Staff had originally recommended the logo be removed from both elevations, although, when prior to the Board hearing the applicant agreed to reduce the size of the logos, staff determined that the logo would be appropriate if it was a single bronze color. The Board agreed with staff that the logos could be included. The Board's action includes the agreed on reduced size of the logos to 30 inches on the Washington Street frontage and 20 inches on the Cameron Street frontage. The Board also agreed with staff that the logo should be required to be bronze in color, not red, white and blue.

Issue on Appeal

The only question on appeal is whether the logo on each frontage should be bronze in color as required by the Board. At the Board's public hearing on February 19, 2003, the representative of the Military Officers Association agreed to reduce the size of the logos on both North Washington and Cameron Streets and to eliminate the organization's initials. However, MOAA asked that the colors of red, white and blue be retained on the logo.

The *Design Guidelines* recommend that signs be as simple as possible and avoid repetitious and undue verbiage. In addition, the Board is particularly concerned with the maintenance of the memorial character of the George Washington Memorial Parkway. Therefore requests for certificates of appropriateness for signs on Washington Street must, under the legal requirements for approval, be compatible with the memorial nature of the parkway. The Zoning Ordinance in the Washington Street Standards, requires that signs and other building features reflect in "texture, tone and color," the historic setting in the district. While the building at 201 North Washington is not a historic building, it and its modern neighbors act as background along Washington Street against which the historic buildings, such as Christ Church, stand out.

As originally proposed, the signage included too many elements, was repetitious, and was large and complex overall. When the applicant agreed to remove the MOAA letters above the main sign, the overall signage became simpler. Without the MOAA elements, and with the agreement from the applicant to reduce the size of the logo, staff and the Board were willing to accept the logo as part of the overall sign package but, in keeping with the rubric to keep the sign as simple as possible and because of the location on Washington Street, the Board required it consist of only one color, bronze.

The Board believed that two multi-colored signs directly facing the George Washington Memorial Parkway and across the street from Christ Church were inappropriate because they are visually complex and do not contribute to the background nature of modern buildings along Washington Street and thus do not contribute to the memorial character of the Parkway. Acting on this belief, the Board approved the organization's logos with the condition that they be bronze in color to match the match the organization's main sign. The Board believed that this approach was consistent with its approval of signs for Office Depot in the building directly across the street at 206 North Washington Street at the preceding public hearing on February 5, 2003 (BAR Case #2002-0311). In that case, the Board approved signs that were to be white in color rather than the Office Depot logo color of red in order to be more consistent with the memorial character of the Parkway.

City Council Action Alternatives:

Council may uphold or overturn the decision of the B.A.R., using the criteria for approval of a Certificate of Appropriateness in §10-105(A)(2) Zoning Ordinance (Attachment 2). City Council may also remand the project to the Board with instructions to consider alternatives.

Attachments:

Attachment 1: B.A.R. Staff Report, February 19, 2003
Attachment 2: §10-105(A)(2): Criteria to be considered for a Certificate of Appropriateness
Attachment 3: Photographs of 201 North Washington Street and drawing of the proposed sign design

STAFF: Eileen Fogarty, Director, Department of Planning and Zoning; Peter H. Smith, Principal Staff, Boards of Architectural Review.

REPORT ATTACHMENTS

ATTACHMENT 1

Docket Item #6
BAR CASE #2003-0012

BAR Meeting
February 19, 2003

ISSUE: Signage

APPLICANT: Military Officers Association of America

LOCATION: 201 North Washington Street

ZONE: OCM Commercial

BOARD ACTION, FEBRUARY 19, 2003: On a motion by Ms. Neihardt, seconded by Ms. Quill, the Board approved the application with the following conditions:

1. The individual letter signs, on both North Washington Street and Cameron Street, "Military Officers Association of America," are approved as submitted;
2. The sign "MOAA" is to be eliminated on both North Washington Street and Cameron Street;
3. The MOAA shield/logo is to be reduced to 30" on North Washington Street and to 20" on Cameron Street;
4. The MOAA shield/logo is to be bronze in color rather than the logo colors of red, white and blue.

The vote on the motion was 4-2 (Vice-Chairman Fitzgerald and Mr. Keleher were opposed). A substitute motion by Mr. Keleher to approve the logo colors of red, white and blue for the MOAA shield/logo died for lack of a second.

REASON: Mr. Smith explained that he had several conversations with Mr. Wiley and that Staff was amending the Staff report to support the inclusion of the MOAA shield/logo on both North Washington Street and Cameron Street so long as they were reduced in size and were bronze in color rather than the logo colors of red, white and blue. The Board agreed with the revised Staff recommendation.

SPEAKER: Peter Wiley, representing the Military Officers Association of America, spoke in support

STAFF RECOMMENDATION:

Staff recommends approval of the application with the condition that the initials "MOAA" on the North Washington Street elevation is removed and that the logo on both elevations is eliminated.

DISCUSSION:

Applicant's Description of the Undertaking:

"(2) sets of individual letters with logo to be stud mounted on the brick building fascia."

Issue:

The applicant is requesting approval of a Certificate of Appropriateness for signage at 201 North Washington Street. The applicant is proposing approximately 85 square feet of signage centered over the entrance on the North Washington Street elevation and approximately 27 square feet of signage centered over the two first story windows on the Cameron Street elevation.

The North Washington Street signage includes stud mounted individual brass finish letters, "MOAA, Military Officers Association of America." and a painted aluminum and acrylic logo measuring 47" by 53." The Cameron Street elevation includes signage that reads, "Military Officers Association of America" with a 32" by 36" logo using the same materials as the North Washington Street elevation.

History and Analysis:

201 North Washington Street is a four story brick Colonial Revival style office building designed by Vosbeck & Vosbeck and constructed in 1964.

Sanborn maps indicate the building and lot frontage is approximately 72 feet facing Cameron Street and 119 feet facing North Washington Street; maximum sign area allowed is 72 square feet and 19 square feet respectively. The proposed wall signs comply zoning ordinance requirements.

On January 1, 2003 The Retired Officers Association changed its name to Military Officers Association of America. The applicant is requesting new signage at 201 North Washington Street to reflect the new name.

The Board has reviewed and approved a number of signs for this building in the past including signs for The Retired Officers Association on 3/6/96 (BAR Case #96-0035), the Columbia First Bank on July 21, 1993 (BAR Case #93-129), the Perpetual American Bank on 1/7/87 (BAR Case #86-219), and for the Perpetual Banking Center on 6/17/87 (BAR Case #87-116). The approved signs were in the same locations as the proposed signs.

The Boards are particularly concerned with the maintenance of the memorial character of the George Washington Memorial Parkway. Therefore requests for certificates of appropriateness

for signs on Washington Street must be compatible with the memorial nature of the parkway. Staff does not believe that the overly large size of the proposed signs are appropriate.

While standard corporate logos are permitted within the historic districts; modifications of standard sizes and colors are required by the Boards. For this corner building on North Washington Street, Staff recommends the removal of the logo. The Board recently approved signage for Office Depot, (BAR Case #2002-0311, 2/5/03), across the street at 200 North Washington Street where the applicant was asked to use a more neutral color than its standard red logo color.

The *Design Guidelines* recommend that signs be as simple as possible and avoid repetitious and undue verbiage. Staff also recommends that the initials "MOAA" be eliminated from the North Washington Street sign.

Therefore Staff recommends approval of the signs with the removal of the initials "MOAA" on the North Washington Street elevation and the elimination of the logo on both elevations.

CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F - finding

Code Enforcement:

C-1 A construction permit is required for the proposed project.

C-2 Wall letters must comply with USBC. Indicate the method to be used for anchoring the letters to the wall on submitted plans.

Historic Alexandria:

No comment.

10-105 Matters to be considered in approving certificates and permits.

(A) Certificate of appropriateness

(1) **Scope of review.** The Old and Historic Alexandria District board of architectural review or the city council on appeal shall limit its review of the proposed construction, reconstruction, alteration or restoration of a building or structure to the building's or structure's exterior architectural features specified in sections 10-105(A)(2)(a) through (2)(d) below which are subject to view from a public street, way, place, pathway, easement or waterway and to the factors specified in sections 10-105(A)(2)(e) through (2)(j) below; shall review such features and factors for the purpose of determining the compatibility of the proposed construction, reconstruction, alteration or restoration with the existing building or structure itself, if any, and with the Old and Historic Alexandria District area surroundings and, when appropriate, with the memorial character of the George Washington Memorial Parkway, including the Washington Street portion thereof, if the building or structure faces such highway; and may make such requirements for, and conditions of, approval as are necessary or desirable to prevent any construction, reconstruction, alteration or restoration incongruous to such existing building or structure, area surroundings or memorial character, as the case may be.

(2) **Standards.** Subject to the provisions of section 10-105(A)(1) above, the Old and Historic Alexandria district board of architectural review or the city council on appeal shall consider the following features and factors in passing upon the appropriateness of the proposed construction, reconstruction, alteration or restoration of buildings or structures:

(a) Overall architectural design, form, style and structure including, but not limited to, the height, mass and scale of buildings and structures;

(b) Architectural details including, but not limited to, original materials and methods of construction, the pattern, design and style of fenestration, ornamentation, lighting, signage and like decorative or functional fixtures of buildings or structures; the degree to which the distinguishing original qualities or character of a building, structure or site (including historic materials) are retained;

(c) Design and arrangement of buildings and structures on the site; and the impact upon the historic setting, streetscape or environs;

(d) Texture, material and color, and the extent to which any new architectural features are historically appropriate to the existing structure and adjacent existing structures;

(e) The relation of the features in sections 10-105(A)(2)(a) through (d) to similar features of the preexisting building or structure, if any, and to buildings and structures in the immediate surroundings;

(f) The extent to which the building or structure would be harmonious with or incongruous to the old and historic aspect of the George Washington Memorial Parkway;

(g) The extent to which the building or structure will preserve or protect historic places and areas of historic interest in the city;

(h) The extent to which the building or structure will preserve the memorial character of the George Washington Memorial Parkway;

(i) The extent to which the building or structure will promote the general welfare of the city and all citizens by the preservation and protection of historic interest in the city and the memorial character of the George Washington Memorial Parkway; and

(j) The extent to which such preservation and protection will promote the general welfare by maintaining and increasing real estate values, generating business, creating new positions, attracting tourists, students, writers, historians, artists and artisans, attracting new residents, encouraging study and interest in American history, stimulating interest and study in architecture and design, educating citizens in American culture and heritage and making the city a more attractive and desirable place in which to live.

(3) Additional Standards - Washington Street.

(a) In addition to the standards set forth in section 10-105(A)(2), the following standards shall apply to the construction of new building and structures and to construction of additions to buildings or structures on lots fronting on both sides of Washington Street from the southern city limit line to the northern city limit line.

(1) Construction shall be compatible with and similar to traditional building character, particularly including mass, scale, design and style found on Washington Street on commercial or residential buildings of historic architectural merit....

(3) Building materials characteristic of buildings having historic architectural merit within the district shall be utilized. The texture, tone and color of such materials shall display a level of variety, quality and richness at least equal to that found abundantly in the historic setting....

(5) Construction shall display a level of ornamentation, detail and use of quality materials consistent with buildings having historic architectural merit found within the district....

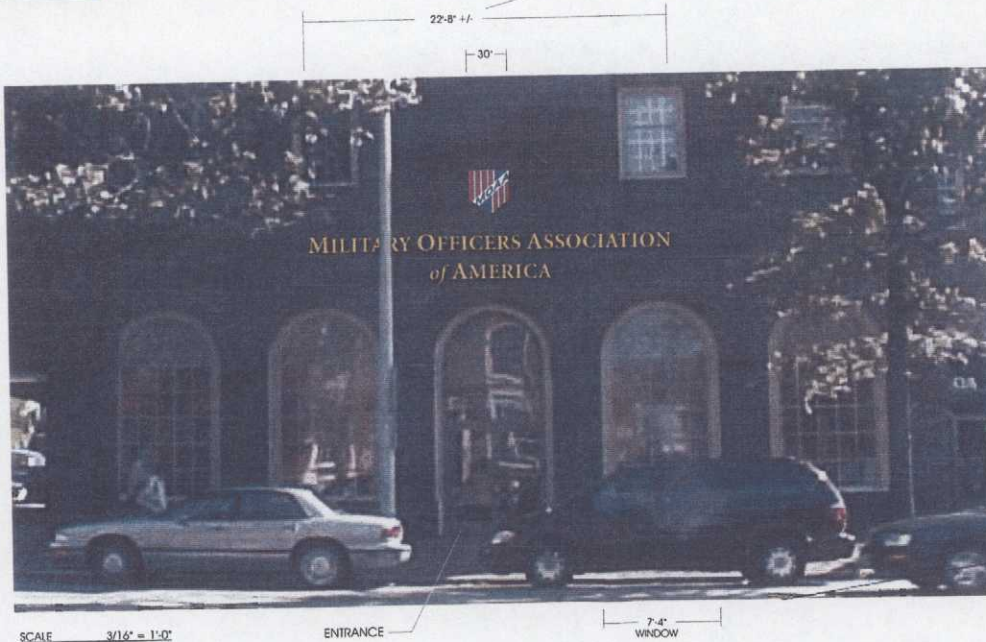
PAINTED ALUMINUM & ACRYLIC LOGO W/ BRASS FINISH LETTERS - N. Washington St.

Page 1 of 3

1st Revision

SIGN CENTERED
OVER ENTRANCE

14
5-17-03



SCALE 3/16" = 1'-0"

ENTRANCE

7'-4" WINDOW

SEE LOGO DETAIL
PAGE 3

ALL LETTERS TO HAVE
1" DEEP FABRICATED
RETURNS



Jack Stone Sign Co.
3131 PENNSY DR. LANDOVER, MARYLAND 20785
PHONE (301) 322-3323 FAX (301) 322-8407

Customer: MILITARY OFFICERS ASSOCIATION
Address: OF AMERICA
City/State: L. LAQUE
Fax Number: MILITARY OFFICERS ASSOCIATION

Drawing No: 4309
Scale: AS NOTED DATE: 12/25/02
Drawn By: L. LAQUE
Contact: PAUL JONES

REVISIONS

REQUIRED 120 V ELECTRICAL
SERVICE THAT IS REQUIRED
TO SIGN LOCATION IS
TO BE PROVIDED BY OTHERS.

NOTES: THIS DRAWING IS AN ORIGINAL DESIGN, CREATED BY
JACK STONE SIGN COMPANY, AND IS INTENDED FOR USE IN
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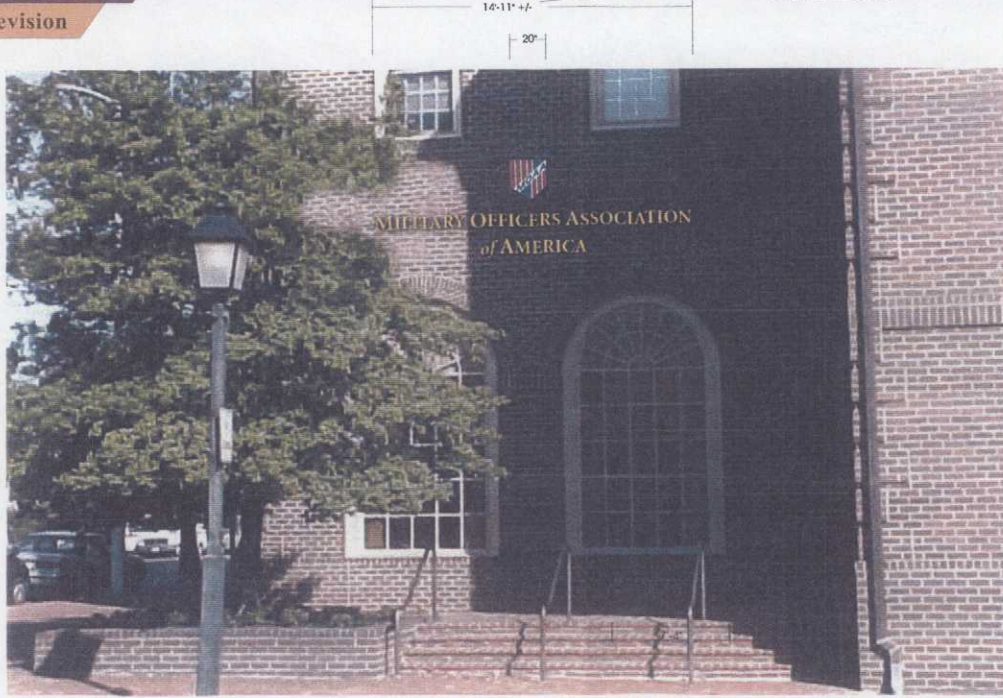
CUSTOMER APPROVAL (PLEASE PRINT NAME)
SIGNATURE AND DATE

PAINTED ALUMINUM & ACRYLIC LOGO W/ BRASS FINISH LETTERS - Cameron St.

Page 1 of 3

1st Revision

SIGN CENTERED
OVER TWO WINDOWS



SCALE 1/4" = 1'-0"

7'-8" WINDOW

SEE LOGO DETAIL
PAGE 3

ALL LETTERS TO HAVE
1/2" DEEP FABRICATED
RETURNS



Jack Stone Sign Co.
3131 PENNSY DR. LANDOVER, MARYLAND 20785
PHONE (301) 322-3323 FAX (301) 322-8407

Customer: MILITARY OFFICERS ASSOCIATION
Address: OF AMERICA
City/State: L. LAQUE
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CUSTOMER APPROVAL (PLEASE PRINT NAME)
SIGNATURE AND DATE

PAINTED ALUMINUM & ACRYLIC LOGO W/ BRASS FINISH LETTERS - N. Washington St.

Page 2 of 3

1st Revision

PROPOSED NEW SIGN IS 46.78 SQ. FT.



119' OF BUILDING FRONTAGE ON NORTH WASHINGTON STREET

SCALE 3/32" = 1'-0"



Jack Stone Sign Co.
3131 PENNSY DR. LANDOVER, MARYLAND 20785
PHONE (301) 322-3323 FAX (301) 322-8407

Customer: MILITARY OFFICERS ASSOCIATION
Address: OF AMERICA
City/State: L.L.ANDRE
File Name: MILITARY OFFICERS ASSOCIATION

Drawing No. 4358
Scale: AS NOTED DATE: 12/25/02
Drawn By: L.L.ANDRE
Contact: PAUL JONES

REVISIONS

REQUIRED 120 V ELECTRICAL
SERVICE THAT IS REQUIRED
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CUSTOMER APPROVAL (PLEASE PRINT NAME)

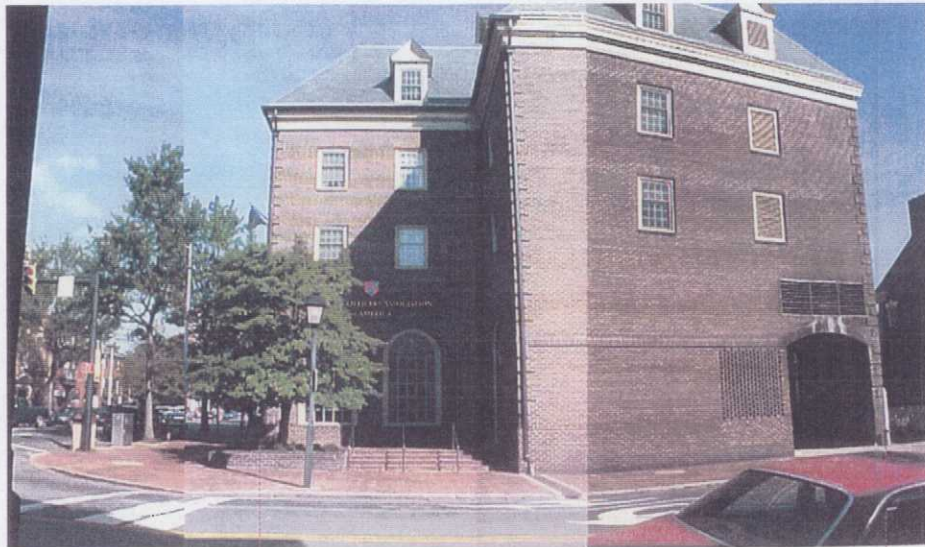
DATE: _____

PAINTED ALUMINUM & ACRYLIC LOGO W/ BRASS FINISH LETTERS - Cameron St.

Page 2 of 3

1st Revision

PROPOSED NEW SIGN IS 21.71 SQ. FT.



72' OF BUILDING FRONTAGE ON CAMERON STREET

SCALE 3/32" = 1'-0"



Jack Stone Sign Co.
3131 PENNSY DR. LANDOVER, MARYLAND 20785
PHONE (301) 322-3323 FAX (301) 322-8407

Customer: MILITARY OFFICERS ASSOCIATION
Address: OF AMERICA
City/State: L.L.ANDRE
File Name: MILITARY OFFICERS ASSOCIATION

Drawing No. 4358
Scale: AS NOTED DATE: 12/25/02
Drawn By: L.L.ANDRE
Contact: PAUL JONES

REVISIONS

REQUIRED 120 V ELECTRICAL
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CUSTOMER APPROVAL (PLEASE PRINT NAME)

DATE: _____

14

LOGO DETAIL - N. Washington St.

Page 3 of 3

1st Revision

.080" THICK ALUMINUM BACK-UP
PANEL WITH 1" DEEP BENT ALUMINUM
RETURNS ALL PAINTED WHITE
POLYURETHANE SEMI-GLOSS FINISH

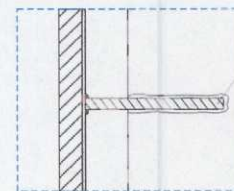
1/2" THICK SOLID CLEAR ACRYLIC
LOGO STRIPES & LETTERS MOUNTED
TO WHITE ALUMINUM BACK-UP PANEL.
ACRYLIC PAINTED SEMI-GLOSS
POLYURETHANE TO SIMULATE
PMS#541 BLUE & PMS#484 RED.

THIS IS THE **LARGER** SIZE LOGO
FOR THE WASHINGTON STREET
SIDE OF THE BUILDING



SCALE 1 1/2" = 1'-0"

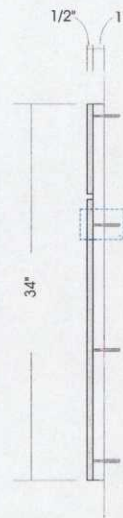
TOP VIEW



ENLARGED DETAIL

1/4" DIA. METAL STUDS
WELDED TO BACK OF
METAL LETTERS & LOGO
SHIELD

STUDS WILL BE PUSHED
INTO DRILLED, SILICONE
FILLED HOLES IN BRICK
BUILDING FASCIA



SECTION VIEW

TYPICAL
MOUNTING METHOD
FOR BOTH LETTERS & LOGO



Jack Stone Sign Co.
3131 PENNSY DR. LANDOVER, MARYLAND 20785
PHONE (301) 322-3323 FAX (301) 322-8407

Customer: MILITARY OFFICERS ASSOCIATION
Address: OF AMERICA
City/State:
File Name: MILITARYOFFN MOUNT2_REV1

Drawing No: 43091
Scale: AS NOTED Date: 12/22/02
Drawn By: L. LADDER
Contact: PAUL JONES

REVISIONS

ADDITIONAL CHANGE SHEET TO TOP VIEW
REVISION 1: ADDITIONAL CHANGE SHEET TO TOP VIEW
REVISION 2: ADDITIONAL CHANGE SHEET TO TOP VIEW

REQUIRED 120 V ELECTRICAL
SERVICE THAT IS REQUIRED
TO SIGN LOCATION IS
TO BE PROVIDED BY OTHERS.

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AND/OR INFORMATION FROM JACK STONE SIGN COMPANY. THE CONTRACTOR
WARRANTS THE INFORMATION OF JACK STONE SIGN COMPANY AND ANY
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CUSTOMER APPROVAL (PLEASE PRINT FULL NAME)

DATE: 12/22/02

15

EXHIBIT NO. 2



14
5-17-03

BAR # 2003-0012

Sent to CC, CA, CM,
Michele, Eileen &
P. Smith (Drawings #4351)

RECORD OF APPEAL on file in Clerk's Office

FROM A DECISION OF THE BOARD OF ARCHITECTURAL REVIEW

Date Appeal Filed With City Clerk: 3/3/03

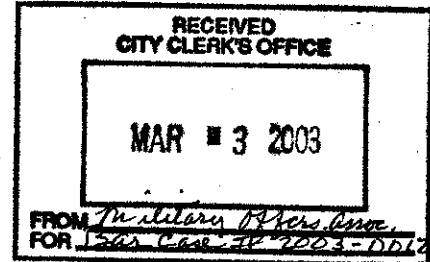
B.A.R. Case # 2003-0012

Address of Project: 201 N. Washington Street

Appellant is: (Check One)

☒ B.A.R. Applicant

☐ Other Party. State Relationship _____

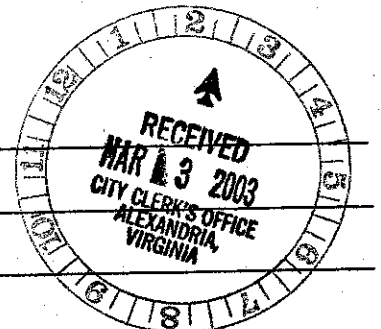


Address of Appellant: Military Officers Association of America

201 N. Washington Street, Alexandria, VA 22314

Telephone Number: (703) 838-0530

State Basis of Appeal: Please see attached.



Attach additional sheets, if necessary.

A Board of Architectural Review decision may be appealed to City Council either by the B.A.R. applicant or by 25 or more owners of real estate within the effected district who oppose the decision of the Board of Architectural Review. Sample petition on rear.

All appeals must be filed with the City Clerk on or before 14 days after the decision of the B.A.R.

All appeals require a \$150.00 filing fee.

If an appeal is filed, the decision of the Board of Architectural Review is stayed pending the City Council decision on the matter. The decision of City Council is final subject to the provisions of Sections 10-107, 10-207 or 10-309 of the Zoning Ordinance.

J. E. Strickland
J. E. STRICKLAND

Signature of the Appellant

Director of Administration

We, the undersigned owners of real estate within the Old and Historic Alexandria District/ Parker- Gray District [strike out as appropriate] appeal the decision of the Board of Architectural Review to the Alexandria City Council in B.A.R. Case # _____ regarding the property at _____ (street address).

	Name	Signature	Owner of Real Property At:
1.			
2.			
3.			
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6.			
7.			
8.			
9.			
10.			
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22.			
23.			
24.			
25.			

Basis of appeal – BAR Case#2003-0012

The Military Officers Association of America (MOAA) (formerly The Retired Officers Association (TROA) headquartered in Alexandria, VA was organized February 23, 1929 and Incorporated in 1944.

The Preamble of MOAA a nearly 385,000 member non-profit Association is:

To inculcate and stimulate love of our country and the flag;
To defend the honor, integrity, and supremacy of our National Government and the Constitution of the United States;
To advocate military forces adequate to the defense of our country;
To foster the integrity and prestige of uniformed service;
To foster fraternal relations between all branches of the various Services from which our members are drawn;
To further the education of children of Service personnel;
To aid active and retired personnel of the various Services from which our members are drawn, and their dependents and survivors, in every proper and legitimate manner; and
To present their rights and interests when Service matters are under consideration.

Specifically, this appeal to the City Council is to approve our original request to display our shield/logo on our building in the trademark colors of our U.S. Flag that we all so proudly display. MOAA's shield/logo is a registered trademark that displays the colors red, white, and blue. This shield/logo is a big part of our branding statement and is immediately recognizable to our nearly 385,000 members who are either retired, active duty, reserve, national guard, or former officers of one of the seven uniformed services, many of whom visit our fair city to come to our headquarters and to enjoy historic Alexandria. Specifically, each year in late March or early April MOAA hosts a seminar for our Council and Representative State organizations. The President and spouse of these organizations spend an average of 4-5 days in the City of Alexandria. These ladies and gentlemen are all volunteers; therefore, MOAA "wines and dines" them in a first class manner in the business establishments around Old Town Alexandria.

MOAA (formerly TROA) is a member in good standing in the Alexandria Chamber of Commerce. We give very generously to "ALIVE" a local charity and also participate in the United Way Campaign (for the last two years we have been awarded the Platinum Award for our contributions) where we also designate local charities as recipients of our donations, we participate annually through Christ House in food drives for the needy and we are long-term partners with Lyles-Crouch School where we give generously of our time to assist the students and faculty of this school to make it a better place to live and work for all of us. MOAA has a staff of 95 permanent employees who daily patronize the business establishments in Old Town Alexandria.

In accordance with our Preamble MOAA annually gives out approximately 5 million in scholarships and grants to children and grandchildren of our members. Last year these scholarships and grants went to 1,350 students. We also on a quarterly basis organize and sponsor Blood Drives with the American Red Cross. The bloodmobile parks at our location on Washington Street and our staff provides administrative assistance to allow these drives to be success. The City of Alexandria web page has a hot link to the MOAA web page. Our web page gets more hits than any other link on the City web page. Last but not least our staff volunteers to man booths at the Annual Red Cross Waterfront Festival in June of each year.

During the BAR discussion of our case, Vice-Chairman Fitzgerald pretty well summed up our case when he stated: "Having the MOAA shield/logo displayed in bronze would be equivalent to MOAA displaying our U.S. Flag in bronze. Both the flag and our shield/logo represent what this country is all about.

MOAA agrees to (1) eliminate the sign "MOAA" in capitol letters from the Washington street sign – we did not originally request these letters on the Cameron Street Sign; (2) To reduce the size of the shield/logo to 30" on the North Washington Street sign and to 20" on the Cameron Street sign. Attached is the revised design drawing completed by Jack Stone Sign Company of Landover, MD which shows the reduced size shield/logos on Washington and Cameron Streets.

Ladies and Gentlemen thank you in advance for your consideration of this matter.

Action Docket

City of Alexandria

Board of Architectural Review

Old & Historic Alexandria District

Regular Public Hearing

Wednesday- February 19, 2003
7:30 PM Council Chambers, City Hall
301 King Street, Alexandria, Virginia 22314

The Board of Architectural Review docket
is subject to change up to the time of the meeting.

Planning and Zoning staff
can provide information on changes.

Staff reports on each item are available
in the Department of Planning and Zoning.

The Board of Architectural Review reserves the right to
vary the order of the meeting, if so announced.

Department of Planning and Zoning
301 King Street, City Hall, Room 2100
Alexandria, Virginia 22314
phone: (703) 838-4666

* * * * *

1. Consideration of the minutes of the public hearing of February 5, 2003.

BOARD ACTION: **Approved as submitted, 6-0.**

2. Consideration of a Consent Calendar of items to be approved without discussion. A list of these items will be read at the beginning of the meeting.

BOARD ACTION: **Approved docket item #5, 6-0.**

CONSENT CALENDAR

5

3. Moved to the discussion agenda.

4. Moved to the discussion agenda.

5. CASE BAR 2003-0014

Request for approval of window and door alterations at **803 S Washington St**, zoned CRMU-L Commercial.

APPLICANT: George Gordon

BOARD ACTION: **Approved on the Consent Calendar.**

END CONSENT CALENDAR

DISCUSSION ITEMS

3. CASE BAR 2002-0276

Request for approval of signage at **277 S Washington St**, zoned CD Commercial.

APPLICANT: Jalil Aziz

BOARD ACTION: **Approved as amended, 6-0.**

4. CASE BAR 2003-0013

Request for approval of a new building in rear yard at **115 & 119 S Royal St**, zoned CD Commercial.

APPLICANT: James D. Turner

BOARD ACTION: **Approved as amended, 6-0.**

6. CASE BAR 2003-0012

Request for approval of signage at **201 N Washington St**, zoned OCM Commercial.

APPLICANT: Military Officers Association of America

BOARD ACTION: **Approved as amended, 4-2.**

END DISCUSSION ITEMS

DEFERRED ITEMS

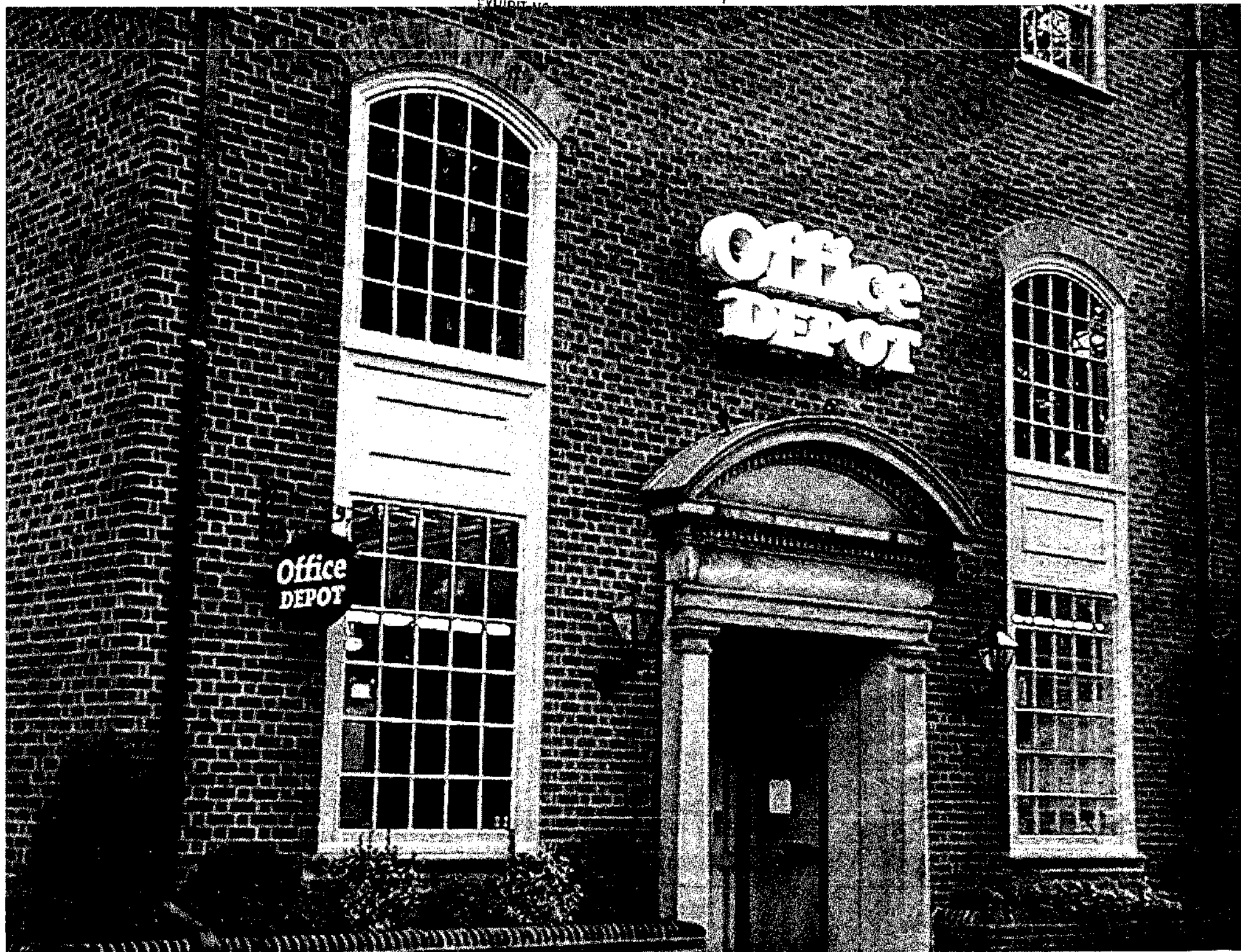
7. CASE BAR 2003-0010

Request for approval of alterations to previously approved plans at **1024 & 1026 King St**, zoned CD Commercial.

APPLICANT: Teodula Pascual

BOARD ACTION:

This docket has been deferred by Staff pending resolution of outstanding issues.



1st
Motion

14
5-17-03

Mister Mayor:

will

THESE, HOWEVER

I move that City Council find that the shield logo signs, at the sizes and locations approved by the Board of Architectural Review, but in red, white and blue as proposed by the applicant, use historically appropriate colors, but will be incongruous to the old and historic aspect of the 200 block of North Washington Street as a portion of the GW Parkway, and to the historic setting of Christ Church, and are not compatible in design, style, material, construction and quality for that block.

Accordingly, I move that City Council determine that the application with shield logo signs in red, white and blue, as proposed by the applicant, does not meet the criteria for a certificate of appropriateness under Sections 9-301, 10-105(A)(2) and 10-105(A)(3) of the Alexandria Zoning Ordinance, and that the decision of the Board be affirmed in all respects.

The Old Town Civic Association

14
5-17-03

POST OFFICE BOX 21333
ALEXANDRIA, VIRGINIA 22320-2333

Honorable Kerry Donley, Mayor
Members of City Council
City Hall, Alexandria, VA 22314

May 14, 2003

Dear Mayor Donley and Members of City Council,

I will be unavailable to testify in person at the public hearing on Saturday, May 17, 2003, therefore this letter is to provide you with the position of the Old Town Civic Association regarding item #14 on the public hearing docket. This item is an appeal by the Military Officers Association of America (MOAA) of the Board of Architectural Review's (BAR) denial of MOAA's request for a sign colored red, white, and blue on the North Washington Street facade of the Association's headquarters.

The BAR denied the request because no colored signs are permitted on Washington Street. (Moreover, the design of the proposed sign is quite unattractive.) For years, this organization (with a slightly different name) has had a bronze sign on its headquarters building, which is in keeping with rules regarding signage on this historic thoroughfare. OTCA strongly requests that Council uphold the BAR denial of the request for a colored sign. *No exception should be made to our signage rules, and neither the significance of the colors nor the nature or purported worthiness of the organization the sign advertises should play any part in granting an exception to the rule.*

If a colored sign were permitted for MOAA, it would be difficult to prevent the proliferation of requests for colored signs. For instance, the National Association of Retired Federal Employees also has its headquarters on North Washington Street. They, too, could claim a right to a sign in patriotic colors. The Talbotts store on North Washington Street was denied its request for use of one color, red, for the awnings with its name; an awning is a kind of sign.

Please do not be persuaded by appeals MOAA might make to patriotism or support for our military troops. Such arguments, while powerful at this time in our national life, have no place in the decision to uphold the BAR on this important rule. MOAA is certainly permitted to fly a United States flag.

OTCA reminds you that the policy regarding signs on Washington Street has worked well and will continue to work well without granting exceptions.

Sincerely,



Carolyn L. Merck
President

2nd
Motion

14
5-17-03

Mister Mayor:

I move that City Council find that the shield logo signs, at the sizes and locations approved by the Board of Architectural Review, but in red, white and blue as proposed by the applicant, use historically appropriate colors, will not be incongruous to the old and historic aspect of the 200 block of North Washington Street as a portion of the GW Parkway, and are compatible in design, style, material, construction and quality for that block.

Accordingly, I move that City Council determine that the application as approved by the Board, but with shield logo signs in red, white and blue as proposed by the applicant, meets the criteria for a certificate of appropriateness under Sections 9-301, 10-105(A)(2) and 10-105(A)(3) of the Alexandria Zoning Ordinance, and that the decision of the Board be so modified.



City of Alexandria, Virginia
301 King Street, Suite 2300
Alexandria, Virginia 22314

14
5-17-03



Kerry J. Donley
Mayor

William C. Cleveland
Vice Mayor

Beverly I. Jett, CMC
City Clerk and
Clerk of Council
beverly.jett@ci.alexandria.va.us

April 7, 2003

(703) 838-4550
Fax: (703) 838-6433

Members of Council
Claire M. Eberwein
William D. Euille
Redella S. Pepper
David G. Speck
Joyce Woodson

Mr. J. E. Strickland
Director of Administration
Military Officers Association of America
201 North Washington Street
Alexandria, VA 22314

RE: BOARD OF ARCHITECTURAL REVIEW APPEAL, CASE BAR 2003-0012 -- 201 NORTH WASHINGTON STREET

Dear Mr. Strickland:

The above appeal will be scheduled for public hearing before City Council at its Public Hearing Meeting to be held on Saturday, May 17, 2003, at 9:30 a.m. in Room 2400, Council Chamber, City Hall, 301 King Street, Alexandria, Virginia.

You may call my office on Monday, May 12, 2003, to see where it is placed on the docket.

If you have any questions or if I can be of any further assistance, please feel free to contact me.

Sincerely,

Beverly I. Jett, CMC
City Clerk and Clerk of Council

cc: Eileen Fogarty, Planning and Zoning Director
Peter Smith, Board of Architectural Review Staff

"Home Town of George Washington and Robert E. Lee"



Barbara Ross
03/12/03 07:04 PM

To: Beverly I Jett/Alex@Alex
Subject: Re: BAR Appeal

You should have a positive reply from Peter: May was okay with applicant.
Beverly I Jett



Beverly I Jett
03/10/2003 12:41 PM

To: Peter Smith/Alex@Alex
cc: Barbara Ross/Alex@Alex
Subject: Re: BAR Appeal

Peter,

Have you contacted the appellant to see if May is all right with them?

Thanks.

Bev

----- Forwarded by Beverly I Jett/Alex on 03/10/03 12:31 PM -----



Beverly I Jett
03/05/03 04:59 PM

To: Barbara Ross/Alex@Alex
cc: Peter Smith/Alex@Alex
Subject: Re: BAR Appeal

Are you all going to contact the appellant? Thanks.

----- Forwarded by Beverly I Jett/Alex on 03/05/03 04:50 PM -----



Michele Evans
03/05/03 04:13 PM

To: Barbara Ross/Alex@Alex
cc: Beverly I Jett/Alex@Alex, Eileen Fogarty/Alex@Alex, Peter Smith/Alex@Alex
Subject: Re: BAR Appeal

As long as it's ok with the group appealing, that's fine.

M

Barbara Ross



Barbara Ross
03/05/2003 09:42 AM

To: Beverly I Jett/Alex@Alex, Michele Evans/Alex@Alex, Peter Smith/Alex@Alex
cc: Eileen Fogarty/Alex@Alex
Subject: BAR Appeal

On the new BAR appeal (Military Officers Assoc sign), lets schedule this for May.
Okay?



BAR # 2003-0012
Sent to CC, C.A., CM,
Michelle, Eileen &
P. Smith (Drawings #43)
RECORD OF APPEAL on file in Clerk's Off

FROM A DECISION OF THE BOARD OF ARCHITECTURAL REVIEW

Date Appeal Filed With City Clerk: 3/3/03

B.A.R. Case # 2003-0012

Address of Project: 201 N. Washington Street

Appellant is: (Check One)

☒ B.A.R. Applicant

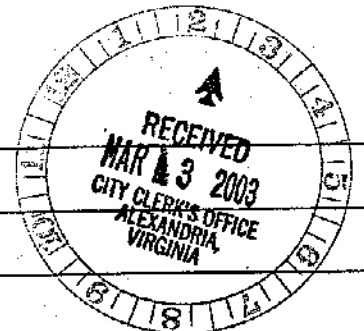
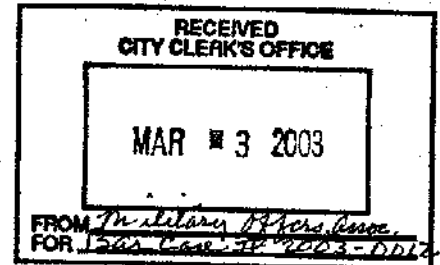
☐ Other Party. State Relationship _____

Address of Appellant: Military Officers Association of America

201 N. Washington Street, Alexandria, VA 22314

Telephone Number: (703) 838-0530

State Basis of Appeal: Please see attached.



Attach additional sheets, if necessary.

A Board of Architectural Review decision may be appealed to City Council either by the B.A.R. applicant or by 25 or more owners of real estate within the effected district who oppose the decision of the Board of Architectural Review. Sample petition on rear.

All appeals must be filed with the City Clerk on or before 14 days after the decision of the B.A.R.

All appeals require a \$150.00 filing fee.

If an appeal is filed, the decision of the Board of Architectural Review is stayed pending the City Council decision on the matter. The decision of City Council is final subject to the provisions of Sections 10-101, 10-207 or 10-309 of the Zoning Ordinance.

J. E. Strickland
J. E. STRICKLAND

Signature of the Appellant
Director of Administration

Basis of appeal – BAR Case#2003-0012

The Military Officers Association of America (MOAA) (formerly The Retired Officers Association (TROA) headquartered in Alexandria, VA was organized February 23, 1929 and Incorporated in 1944.

The Preamble of MOAA a nearly 385,000 member non-profit Association is:

To inculcate and stimulate love of our country and the flag;
To defend the honor, integrity, and supremacy of our National Government and the Constitution of the United States;
To advocate military forces adequate to the defense of our country;
To foster the integrity and prestige of uniformed service;
To foster fraternal relations between all branches of the various Services from which our members are drawn;
To further the education of children of Service personnel;
To aid active and retired personnel of the various Services from which our members are drawn, and their dependents and survivors, in every proper and legitimate manner; and
To present their rights and interests when Service matters are under consideration.

Specifically, this appeal to the City Council is to approve our original request to display our shield/logo on our building in the trademark colors of our U.S. Flag that we all so proudly display. MOAA's shield/logo is a registered trademark that displays the colors red, white, and blue. This shield/logo is a big part of our branding statement and is immediately recognizable to our nearly 385,000 members who are either retired, active duty, reserve, national guard, or former officers of one of the seven uniformed services, many of whom visit our fair city to come to our headquarters and to enjoy historic Alexandria. Specifically, each year in late March or early April MOAA hosts a seminar for our Council and Representative State organizations. The President and spouse of these organizations spend an average of 4-5 days in the City of Alexandria. These ladies and gentlemen are all volunteers; therefore, MOAA "wines and dines" them in a first class manner in the business establishments around Old Town Alexandria.

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301 King Street, City Hall, Room 2100
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CONSENT CALENDAR

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Request for approval of window and door alterations at **803 S Washington St**, zoned CRMU-L Commercial.

APPLICANT: George Gordon

BOARD ACTION: **Approved on the Consent Calendar.**

END CONSENT CALENDAR

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END DISCUSSION ITEMS

DEFERRED ITEMS

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Request for approval of alterations to previously approved plans at **1024 & 1026 King St**, zoned CD Commercial.

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BOARD ACTION:

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